

List of Tasks to be Completed Before the EuroTour.

Trip Related: Press

- Collate all the information on the final schedule, personages, major issues into a packet. (Call Jane Anderson re. the reporter profiles)
- Meet with Steve and review all of the above and make a list of visual aids he will need to take with us.
- Get all the final market research info on Apple's market share in each country. (Look it up in the old PIP's,etc)
- Get the numbers on units sold everywhere in the last 12 months, peak month in each country, the general ramp. (James and market research group). Get the peripheral numbers as well.
- Population, GNP, no. of small businesses etc. data per country (James, market research and the available study from ITC?)

Trip Related: Marketing Presentations

- Latest ad campaign tapes (ask Terry Adams about formats).
- All information on the hundred day boost program.
- Some slides and information on the third party program, development environments, list of the most important developers and time lines.
- Complete product packet of A products (retreat info) with some time lines.
- Success stories from the dealers, press, analysts, etc.
- Complete DataComm story, Complete AppleBus story
- Localization responsibility overview and tentative project schedule (James).
- Allocation and forecasting overview for the next six months.
- Future directions and future products story, our organization chart.
- How will we handle large accounts???
- Meet with Barbara and finalize the list of materials required for the above.

Localization Seminar

- Meet with Alain and evaluate the latest plans. Try to push it out by at least one week.
- Get the status of the product ship dates and tasks.
- Assign someone to take over the product ship matters until product ships, especially in view of the localization seminar. Finalize who is going and why.

Pricing

- Finish the European pricing proposal before trip.
- Get a sign off on the AFEA pricing proposal from Steve immediately, Europe as well.

New products/projects

- Get someone rolling on the software product management (e.g. Pascal)
- Get Bud to represent us at the hardware product meeting (e.g. Laser, File Server, etc.) for the time being.
- Get Alain to keep driving the resource editor development and design.
- Marein will continue to oversee the Lisa shipments, upgrades, allocation, and forecasts until May. ✓
- Make sure Alain has taken care of Multiplan localization, etc.
- Bud will help James with forecasting consolidation and review. ✓
- Start recruiting for a good product manager type, especially Italian with strong technical background (Get Mary Fortny started before the trip).
- Determine the allocation through June and leave it with Bud.
- Get Bud to represent the Int'l group at the manufacturing response meetings.
- Didier will handle the spring release and drive Macworks for the time being. ✓